

HAND IN HAND WITH YOU
THROUGHOUT YOUR LIFE,
CHOICEONE THERE

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FINANCIAL

ChoiceOne FINANCIAL SERVICES, INC.

# LETTER TO SHAREHOLDERS

his last year was a year of improvement for ChoiceOne. Our earnings for 2002 were \$1,643,000 or \$1.06 per share, which represented a 13% increase over the prior year. Our earnings improved as a result of our net interest margin increasing as the cost of our funds declined faster than the revenue received from our assets. In addition, we increased our noninterest income. The low rate mortgage environment increased our mortgage lending income, as we were able to close over \$75,000,000 in mortgages. Our insurance and investment revenue also increased during the year. Deposit service charges increased due to the new deposit products that were offered. A higher provision for loan losses and increased noninterest expenses offset some of these increases in revenue.

Our total assets grew in 2002 by \$14,533,000 to \$212,324,000. This asset growth occurred as a result of commercial loan growth and investment purchases. Our deposits also grew during the year by \$16,804,000 as a result of new deposit products offered. We continue to look for local deposit growth, particularly in checking and savings accounts. In addition, we are strengthening our relationships by cross-selling existing clients.

The last few years have been challenging in terms of our asset quality and the additional expenses we have incurred due to lower asset quality. We feel much progress has been made in this area during the last year as we have identified and addressed existing credits that may pose risks. We believe that this process will continue this year as the economy is causing some customers to experience cashflow problems. We have discontinued our activities involving subprime mortgages and accounts receivable factoring. We have also substantially reduced our indirect lending, due to its risk and credit quality factors.

Our staff is excited about the coming year and the opportunities it presents. We increased the number of clients this past year and will strive to continue this trend in 2003. We believe that we can offer all of the services of a larger bank and, at the same time, provide caring servicing to our customers and the community.

Our goal is to continue to look for ways to improve our products, service and profitability, while serving the communities in which we live.

Sincerely,

James A. Bosserd

President & C.E.O.

Jon E. Pike

Chairman

# FINANCIAL HIGHLIGHTS

	2002	2001	% Change
For the year (dollars in thousands)	Φ. 0.106	¢ 7.602	70/
Net interest income Provision for loan losses	\$ 8,106	\$ 7,603 1,003	7%
Noninterest income	1,270	2,646	27%
Noninterest income  Noninterest expense	3,657 8,187	7,198	38%
Income before income taxes	2,306	2,048	14% 13%
Income tax expense	663	2,048 590	12%
Net income	1,643	1,458	13%
Cash dividends paid	1,037	995	4%
Cash dividends paid	1,037	77.7	4 70
Per share*		., ,	
Net income	\$ 1.06	\$ 0.95	12%
Cash dividends	0.67	0.65	3%
Shareholders' equity	12.48	11.86	5%
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At year end (dollars in thousands)	A	# 22.00F	TO SERVICE OF THE SER
Securities	\$ 24,111	\$ 20,885	15%
Gross loans	175,061	165,823	6%
Deposits	152,779	135,975	12%
Shareholders' equity	19,359	18,273	6%
Assets	212,324	197,791	7%
Ratios			
Return on average assets	0.79%	0.73%	
Return on average shareholders' equity	8.78%	8.07%	, a see gasterne .
Dividend payout	63.30%	68.24%	The second secon
Shareholders' equity to assets (at year end)	9.12%	9.24%	a suprescionement on the control of
* , , , , , , , , , , , , , , , , , , ,		•	

<sup>\*</sup> Per share amounts are retroactively adjusted for the effect of stock dividends and stock splits.

## OFFICERS AND MANAGERS

CHOICE ONE FINANCIAL SERVICES, INC.

Chairman of the Board Jon E. Pike

President & Chief Executive Officer James A. Bosserd

Vice President Louis D. Knooihuizen

Secretary Linda R. Pitsch

Treasurer Thomas L. Lampen Subsidiary: Choice**One** Bank

Chairman of the Board Jon E. Pike

President & Chief Executive Officer lames A. Bosserd

Senior Vice Presidents

Louis D. Knooihuizen – Senior Loan Officer Linda R. Pitsch – Cashier

Vice Presidents

Lee A. Braford – Consumer Loans
Mary J. Johnson – Human Resources/
Internal Audit
Linda G. Kinney – Retail Sales/Marketing
Thomas L. Lampen – Chief Financial Officer

Assistant Vice Presidents

Assistant Vice Presidents

Edward D. Berry – Commercial Loans

Michael F. Feighan – Controller

Robert C. Godfrey – Commercial Loans

Dean A. Hanson – Commercial Loans

Jason J. Herbig – MIS/Network Officer

Daniel P. Mitchell – Loan Operations Manager

Darci M. Reinhardt – Consumer Loans

**Branch Sales Managers** Scott A. Moore – Cedar Springs Office Matthew D. Tolsma – Alpine Office Subsidiary: Choice**One** Insurance Agencies, Inc.

President James A. Bosserd

Senior Vice President Kelly J. Potes, C.F.P. – General Manager

Vice President Jeffrey S. Bradford, CIC

Assistant Vice President Dana L. Quick – Investment Officer

Secretary Linda R. Pitsch

Treasurer Thomas L. Lampen SUBSIDIARY: CHOICE**ONE** MORTGAGE COMPANY OF MICHIGAN

President lames A. Bosserd

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Senior Vice President Louis D. Knooihuizen

Vice Presidents Lee A. Braford Karen M. Stein

Assistant Vice President Marilyn B. Childress

Secretary Linda R. Pitsch

Treasurer Thomas L. Lampen

## PERSONAL CLIENT SERVICES

#### Deposit Services

- Checking Accounts
- Money Market Accounts
- Check Imaging
- Choice24 Hour Telephone Banking
- ChoiceCheck Debit Cards
- Savings Accounts
- Certificates of Deposit
- ChoiceCash ATM Cards
- I.R.A's and Roth I.R.A.'s
- ChoiceNet Internet Banking
- Overdraft Protection Plans
- Notary and Signature Guarantee Services
- Travelers' Checks
- Money Orders
- Wire Transfers
- Foreign Currency Exchange/Ordering

#### Consumer Loans and Mortgage Services

- Credit Cards
- Automobiles and Trucks
- Recreational Vehicles & Equipment
- Home Equity & Home Improvements
- Personal Lines of Credit
- Educational Plans
- Mobile Homes
- Construction
- Residential
- Income Producing Properties
- Land Contract Collection Services

#### Insurance Protection Services

- Automobiles and Trucks
- Homeowners
- Personal Umbrella

- Boats and Recreational Vehicles
- Life and Long-Term Care
- Health and Disability

#### Planning and Investment Services

- Educational Savings Accounts
- Retirement Planning
- Estate Planning
- I.R.A.'s and Roth I.R.A.'s
- Annuities
- Mutual Funds
- Money Market Investor Account
- Tax-Sheltered Investments
- Stock and Bond Trades

There are severe penalties for early withdrawals on Certificates of Deposit and Individual Retirement Accounts



Member F.D.I.C.

Kelly Potes and Dana (Ransom) Quick are registered representatives of Woodbury Financial Services, Inc. Securities offered through Woodbury Financial Services, Inc., P.O. Box 64284, St. Paul, MN 55164 1-800-800-2000. Member NASD, SIPC. Not F.D.I.C. insured. Not obligations of ChoiceOne Bank. Not guaranteed by ChoiceOne Bank. May lose value, including the possible loss of principal amount invested. In this publication, this disclosure would pertain to the products listed under the sections "Insurance Protection Services," "Planning and Investment Services," "Commercial/Business Insurance Services," and "Employer Benefits Services."

Choice**One** Financial Services, Inc., 109 E. Division St., P.O. Box 186, Sparta, MI 49345
Toll-Free 1-888-775-6687 • www.choiceone.com

## BUSINESS CLIENT SERVICES

#### Commercial Loan Services

- Lines of Credit
- Term Loans
- Accounts Receivable & Inventory Financing
- Equipment Financing
- Mortgages
- Interest Rates: Fixed/Variable
- Construction Financing
- Agribusiness Loans
- Corporate Credit Cards
- SBA Guaranteed Loans
- Farm Service Agency Loans
- USDA Business & Industry Loans

#### Cash Management Services

- Business Checking & Savings Accounts
- Certificates of Deposit
- Sweep Accounts
- Payroll Direct Deposit
- Payment Collection
- Cash Consolidation
- Lockbox Services
- ChoiceNet Internet Banking
- Merchant Bankcard Services
- Courier Services

#### Commercial/Business Insurance Services

- Property & Equipment
- Boiler & Machinery
- Inland Marine
- General Liability
- Worker's Compensation
- Key-Person Protection
- Buy-Sell Agreement Funding
- Bonds

#### **Employer Benefits Services**

- Group Health & Dental Plans
- 401(k) Plans & SEPs
- Pension & Profit-Sharing Plans
- Deferred Compensation
- Group Life & Disability Insurance Plans
- Cafeteria Benefit Plans

## OUR MISSION STATEMENT

"Choice One is an independent, community-based company. Our goal is to mutually enhance the financial well being of our clients, communities, employees, and shareholders. The Choice One team is dedicated to be <a href="ITHE">ITHE</a> resource for financial services and solutions."

## CHOICEONE VALUES STATEMENT

ChoiceOne Financial Services – a premier provider of banking, insurance, mortgage and investment solutions. We value the relationships with our clients, the work of our employees, and the contributions we make to our communities.

Wherever we may be, we will always be representatives of ChoiceOne. We will demonstrate the highest ethical standards. We will treat our clients, employees, shareholders and communities with honesty, dignity, and respect.

As THE resource for financial services and solutions for our clients:

- We believe in the power of our clients' voices.
- We believe that providing professional service with a smile will forge lasting relationships.

#### As THE ChoiceOne Team:

- We are dedicated to excellence.
- We believe our employees are the foundation of our success.
- We will provide the work environment and tools that foster professional and personal growth.
- We will recognize and reward our team members whose contributions add value to the organization.
- We understand the importance of balance between work and family.
- We will be THE employer of choice.

As a good corporate citizen, we will strengthen the communities we serve by investing our resources, time, and talents.

We will maintain independence by providing value to our shareholders with financial results that exceed our peers.

We are ChoiceOne.

# ChoiceOne Financial Services, Inc. Directors



Frank G. Berris
President & Chief Executive
Officer, American Gas & Oil
Co., Inc. (Distributor of
Petroleum Products)



James A. Bosserd President & Chief Executive Officer, ChoiceOne Financial Services, Inc. and its Subsidiaries



Lawrence D. Bradford Former President, ChoiceOne Insurance Agencies, Inc.



William F. Cutler, Jr. Former Vice President, H.H. Cutler Company (Apparel Manufacturer)



Lewis G. Emmons
President, Emmons
Development
President, Brat Development
(Real Estate Development)



Stuart Goodfellow Owner, Goodfellow Vending Services (Vending Company) and Goodfellow Blueberry Farms



Bruce A. Johnson
Vice President & Chief Financial
Officer, Spartan Distributors
(Lawn, Garden, Turf and Irrigation
Equipment and Materials)



Paul L. Johnson President, Falcon Resources, Inc. (Automotive and Furniture Design)



Jon E. Pike C.P.A., Chairman, Beene Garter LLP (Certified Public Accountants)



Linda R. Pitsch Secretary, ChoiceOne Financial Services, Inc., and Senior Vice President and Cashier, ChoiceOne Bank



Andrew W. Zamiara, R.Ph. President & Manager, Momber Pharmacy and Gift Shop and Momber Hallmark

